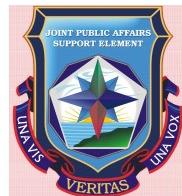




Joint Public Affairs Working Group
12 - 14 May 2009

SOCIAL MEDIA
and the future of Defense Communication

U.S. Joint Forces Command
J9 (Futures Lab)
115 Lake View Parkway
Suffolk, VA 23435, USA

A collage of various social media icons including Digg, YouTube, MySpace, Flickr, Lastfm, Google, Facebook, LinkedIn, Twitter, and more.

Social Media Joint Public Affairs Working Group (SM JPAWG)

12 - 14 May 2009

Distribution Statement C

ibution authorized to U.S. Government Agencies and their contractors only.

Administrative/Operational Use, 12 May 2009

Other requests for this document shall be referred to:

Joint Deployment Process Improvement Branch
Operations, Planning, Logistics and Engineering Directorate

U.S. Joint Forces Command

115 Lake View Parkway
Suffolk, VA 23435-2697

ATTN: POC, Phone

Unclassified

Name: Greg Hartline

Organization: JPASE

Command: USJFCOM



Admin Remarks

Met with the South Park JOC

- **Everyone should have registered through JEMIS**
 - **Logon: firstname.lastname PW: Pa\$\$w0rdPa\$\$w0rd**
 - **No registration fee**
 - **Pay as you go coffee, sodas, and snacks**
 - **Smoking area is outside of the main exit to the right**
 - **Restrooms are down the hall**
 - **Use the microphone**

Unclassified



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Security & Risk Management

- Conference is **UNCLASSIFIED**
- Any participants issued “Escort” badge must be escorted
- Turn in badges at end of workshop to security desk
- The following electronic devices are not allowed
 - Cell phones
 - PDAs
 - 2-way pagers
 - Non-JFCOM laptops
 - USB / thumb drives



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Operations

Security

A process of identifying critical information and subsequently analyzing friendly actions attendant to defense acquisition, defense activities, military operations, those actions that may be observed by adversary intelligence systems;

- Determine what indicators hostile intelligence systems may obtain that could be interpreted or pieced together to derive critical information in time to be useful to adversaries; and
- Select and execute measures that eliminate or reduce to an acceptable level the vulnerabilities of friendly actions to adversary exploitation.

DoDD 5205.2



OPSEC Countermeasures

- **Shred all paper: Unclassified “Shredded Paper” containers are available**
 - **Insure proper safeguards/protection for documents and discussions**
 - **Edit emails before you hit “send”**
 - **Don’t talk to strangers**
 - **Consider the threat when you:**
 - **Use the phone**
 - **Answer stranger’s questions**
 - **Discuss work in public places**
 - **Practice good security**



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Cell Phone Storage



**CELL PHONES MUST BE LOCKED IN
CONTAINERS (Guard Desk) or left in
vehicle**

NO EXCEPTIONS!



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Telephone Access

- Incoming Business Calls
 - (757) 203-3855
 - (DSN prefix 668)
 - Commercial Access (Local): "9"
 - Long Distance
 - 9 -1 - AC - Number - Access Code (59236)
 - DSN Access: "88"





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Audio Visual Support

- Use of conference room PCs
 - Web linked in - Briefs loaded as back-up
 - Thumb drives not permitted!!!
 - CD's must be scanned prior to use
 - Facilitate.com meeting tool will be used



Places To Eat

- A. *Ruby Tuesday
- B. Burger King
- C. *Wendy's
- D. *Mc Donald's
- E. *Applebee's Neighborhood Grill*
- F. Riverstone Chop House
- G. Harbour View Restaurants
- H. *Firehouse Subs
- I. *Panchero's Mexican Grill
- J. *J7 Cafeteria (Badge Required)
- K. Subway

* = Within 10-15 min walk
Unclassified





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No Host Social

- **Riverstone Chop House**
- **1630 - Completion**
- **Need headcount by 1200 on who is attending**
- **Sign-up sheet will be passed around**
- **Will be pay-as-you-go. Happy Hour prices**
- **Your choice:**
 - Eat in the bar from the bar menu
 - Eat in the main dining room from dinner menu
- **Menu is in back of room for review**



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Physical Security

PLEASE

**TAKE ALL PERSONAL BELONGINGS WITH YOU
WHEN YOU LEAVE FOR THE DAY...**

QUESTIONS?



Facilitate.com

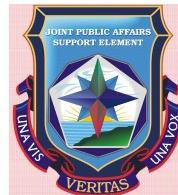
Web-based Collaboration Tool

- Gives conference attendees the ability to make comments in written form during presentations and discussions
- Allows attendees to see comments of other participants
- Abbreviations, in parentheses, are placed before or after the portion to which they apply
- Facilitate comments will be used for post-JPAWG analysis and placed on the JS J4 SIPRNET portal after the conference
- Keep comments professional and respect opinions of others



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QUESTIONS

